

TRAVEL INFORMATION



Ontario Department
of
Travel and Publicity

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K.O.B. * (The Serpent Mounds)

Henry Ford was no doubt chewing a cluster of sour grapes when he announced to the world, "HISTORY IS BUNK!"

But perhaps Henry's wild arrow came near hitting us in a tender spot. Most of us have a knowledge of history that resembles a faded, patch-work quilt, learned at the end of a teacher's pointer. And while the sober memory of a few cracked knuckles in payment for the wrong dates and places doesn't cause us to agree with Mr. Ford, we give museums and historical lectures a wide, wide berth-----especially when we're on vacation.

But, history wasn't made in museums, and every so often it reminds us that it is neither sticky, stuffy nor made exclusively for people with thick glasses and high foreheads. Sometimes it springs right up at us from our favourite fishing hole.

That's what happened at Rice Lake. We were just doing a bit of research as to what plug would look best to a Muskie, and which end of the lake was filled with them---when History sneaked right up on us. Those strange Mounds on shore began to tell us a story so fascinating that we forgot we were wearing a fishing hat. We listened, and we're still listening, but here's as much of the story as we have so far:

"Two thousand years ago---(Julius Caesar was just knee-high to a cricket)---a colony of Indians we now call "Hopewellian", stood on a hill overlooking Rice Lake and ceremoniously laid their dead to rest. What god or gods they invoked is buried with their bones, but we do know that they prepared for an after-life by leaving with the dead those things that would come in handy in another world. Then with tireless effort that must have taken years, a Mound was built over the graves in the shape of a Serpent, 190 feet long and 5 feet high. In front of the Serpent's head, a large, egg-like mound and five ancient burial mounds were built. To-day when a breeze off the Lake ripples the grass on the Serpent's back, making it writhe, it seems to crawl up the hill toward the egg.

What the snake meant to the Hopewell Indians we may never know. Perhaps the answer comes from the far south where snake deities were worshipped at various times by tribes scattered from Tennessee to Mexico---the rattlesnake worshipped in the Natchez Temple of the Sun or the snake belonging to an Aztec deity. From the Burial Mounds have come great copper axes and ear spoons along with hundreds of beads of copper, shell, silver, and freshwater pearls. From the feast dumps of clamshells on the east bank have come tools and fragments of decorated pottery. As the threads of the story are woven into a more complete picture, perhaps ancient trade routes and migrations will come to light."

The mystery now unfolding is worth watching---while we do a spot of fishing.

* K.O.B. means "Know Ontario Better."

Each month our column will feature a different city or area in Ontario.

Canadians Spend More

Canada rang up more foreign tourists in 1956 than any other year in its history, according to preliminary estimates of the Dominion Bureau of Statistics.

But once again, Canadians in other countries outspent the visitors entertained in this country. Visitors to Canada were estimated to have spent for the year some \$ 335,000,000, an increase of 2.1 per cent, while Canadians abroad piled up expenditures of \$ 497,000,000 for a rise of 10.7 per cent over 1955.

Residents of the United States travelling in Canada spent an estimated sum of \$ 308,000,000, as compared to \$ 303,000,000 in 1955, while Canadians travelling in the U.S. amassed expenditures of \$ 391,000,000, a jump of \$ 28,000,000 over last year.

UNVEIL PLAQUE
NEAR DESERONTO

Important historical ceremonies took place, May 19th, at the Tyendinaga Indian Reserve near Deseronto. These included the unveiling of a plaque to commemorate the famous Mohawk Chief, Oronhyatekha, as well as a customary annual celebration to mark the anniversary of the landing of the loyal Mohawks on the Bay of Quinte in 1784. The ceremonies were attended by leaders of the church and the Indians as well as representatives of the Provincial government and the Archaeological and Historic Sites Board of Ontario.

The Board, under the jurisdiction of the Dept. of Travel and Publicity hopes to erect at least fifty plaques during the coming summer and fall.

Canada is the third largest country in the world yet Canadians are the world's GREATEST travellers: they spend MORE money per capita on foreign travel than any other people.

GUEST EDITORIAL

DALTON J. CASWELL
Executive Chairman of the
Hotel Association of Canada

Charles F. Kettering once said, "My interest is in the future, because I am going to spend the rest of my life there."

Spring is in the air and with it comes new hopes, great ambitions and a desire to reach out and do so many things at one time. Like so many persons who are actively associated with the travel business, both as an operator and as an Association Executive, I am keenly conscious of the weather—both the present and the forecast for the future. Long range weather forecasts this year suggest a long hot summer. That is good. Reports both from the Ontario Dept. of Travel & Publicity and from the Canadian Government Travel Bureau indicate to us that there is an increase in enquiries to date, and a consistent increase in the number of traveller vehicle permits entering Ontario.

Competition from other countries will, I know, be keener than ever, especially that competition from the Continent and the British Isles. But there is one satisfaction in this competition and that is that the great airlines with their new jet passenger planes and the luxurious passenger steamships cannot, economically, carry passenger traffic one way only but must seek business in both directions.

In spite of the tight money policy of the Federal Government, which is having a most restrictive influence on the expansion, renovation and upgrading of our tourist accommodation, pay will be higher the next few months for millions of workers in the United States and Canada, and with shorter work weeks, vacations with pay, and with long weekends by having holidays fall on Monday, we can expect a stimulus to travel and an opportunity for increased business for all of us catering to the motorist.

I am keenly aware of the fact that many resort operators in Ontario are constantly upgrading their accommodation, but as I travel throughout the country I cannot help but have the feeling that we as operators generally undersell ourselves. In many instances our literature

FROM THE DESK OF THE

Director - Division of Publicity

A few words about publicizing one of the largest and most diversified subjects - the grand Province of Ontario; not strictly as a vacationland but economically because Ontario in most economic phases is half of Canada. The more probing of the subject, the more interesting and challenging it becomes. Because when we hear about Texans who find motels without elevators, then tell the proprietor to install one and "put it on the bill," we may be short on that kind of hay but we're not short on lakes - 250,000 of them, or good resorts, and a pleasant healthful surrounding for vacationing in which a feeling of well-being is a certainty.

Look about other lands or States; they'll present their advantages, but we're doubtful whether another jurisdiction provides the diversity. Economically, we have uranium - one of the largest finds in North America or anywhere - iron ore, gold, silver, platinum, nickel, copper, etc., in the field of minerals; timber abounds; agriculture (our grand farm operators) produce \$1 billion in products each year; industry and manufacturing is half of Canada's production going to about \$13 billion, and so on.

A business advertises, or promotes in various ways, the product it has to sell; the Department of Travel and Publicity is not selling goods. But we are selling one of the finest products anywhere - Ontario. So that our field in presenting the diversity, the fishing, the hunting, the resorts, the lakes, rivers, in fact the four seasons, which some jurisdictions in North America are without is huge; we attempt it on a limited but growing budget, maybe due chiefly to some restrictive thinking that the travel industry is not what some people say. Actually, that's a discount. It's more than they say and a lot more. One point - let's try taking the vacationers out of our economy during June-September. The result? We do say our vacationers in twelve months bring \$250,000,000 approximately here. Where does it go? Maybe the farmer does not feel it but we insist he does; the extra meat, milk, cheese, eggs, poultry, etc., consumed by about 18,000,000 people in twelve months; there's plenty more gasoline used, giving the Ontario Government more revenue from these people; there's more money for the stores, motels, hotels, restaurants, not to mention the liquor stores where sales benefit both Ottawa and Ontario governments. Hunting licenses; fishing licenses add to the pot.

And would the travel industry continue at its present good peak numbers if the one million odd dollars spent in urging U.S. visitors, and our own people to get about Ontario and those from other Provinces to come here were restricted or reduced? Travel values are becoming daily more highly competitive; advertising space is larger with more continuity from all directions in search of dollars. Fortunately, we're close to a density of population of probably 75,000,000 people in eight States adjoining the Great Lakes - probably the finest and greatest market existing in one lump, so to speak. There it is - we're aiming to get our share through advertising, promotional literature, and other methods.

Everybody can join by talking up "Ontario." From our travels we find - we hate to say it - that the knowledge of Ontario and Canada of the average good friend and neighbour in the U.S. is so limited, it's strange. Recently, we had a pretty good U.S. citizen who had travelled considerably asks us: "Does England still own Canada?" Wow!

How do we overcome this ignorance? We won't do it by not advertising; nor by not spreading the good word in our literature that goes far and wide. Ultimately, we may let them know that Canada owns itself, and runs itself, within the British Commonwealth of Nations. But there is a terrific handicap there due probably away back in their schools where little outside the U.S. was taught.

We can do something about it, by publicizing this grand Province of Ontario

(CONTINUED NEXT PAGE)

(GUEST EDITORIAL CONTINUED)

is not colourful enough, we are too modest in describing our services, accommodations and recreations. Too many of us have endeavoured to stay in the low price field accommodation which naturally limits the extent of our accommodation, our services and our dining room. To-day more than ever before, people have more money to spend, they live in modern homes, they travel more than ever before, and they expect the very best in accommodation, food and services. I am satisfied that in the majority of cases they are prepared to pay for top quality accommodation and services.

As operators, I believe too that we have an obligation to our guest to make his visit as enjoyable and as interesting as possible. Through the use of place mats, illustrated maps and literature we should do everything possible to publicize all of the points of interest within miles of our own location.

Perhaps even a little more ballyhoo in talking about this great and beautiful Province of ours should be done. Above all, let us not grow complacent; let us look forward with confidence and enthusiasm and a royal welcome to all who may enter our door.

CHECK THEM OFF

The Greater Niagara Chamber of Commerce has long been concerned with the problem of tourists who do not see all the wonderful attractions in the area. In an effort to have the visitor stay longer and see more, the Chamber has developed a handy one-page "check-off" list of attractions that can be economically produced by the thousands and placed in the rooms of hotels, motels, restaurants and wherever the tourist can be reached. As the tourist sees each attraction, he simply checks it off and moves on to the next item.

We hope that this publication proves of interest and value to you. Travel news, suggestions, announcements of projects, programs, conventions, etc. will be welcomed and included wherever possible. Copies of "Travel Information" are available on request. Letters should be sent to F.A. Venn, Director, Information Branch, Dept. Travel & Publicity, 67 College Street, Toronto.



Dalton J. Caswell

This month's Guest Editor, Dalton J. Caswell, knows whereof he speaks editorially, for he has a wide range of experience in the tourist business.

Born in Coldwater, Ontario, Dalt moved at an early age to Sudbury where he received his formal education, became a restaurant manager and in 1926 Catering Manager of the Nickel Range Hotel. During his subsequent managing of the Kapuskasing Inn at Kapuskasing and the Empire Hotel at North Bay, he added to his administrative knowledge through correspondence and extension courses at Cornell. In 1942, Dalt purchased the Hotel Bernard at Sunridge; in 1952 expanded his operation with the purchase of Espanola Hotel at Espanola, and in 1953 opened the Caswell Motor Hotel in Sudbury.

Dalt Caswell has served for three years as President of the Ontario Hotel Association, is a Past Pres. of the Hotel Association of Canada, and presently is Executive Chairman of the Hotel Association of Canada. He is also a member of the Cornell Society of Hotelmen Vice-President of the Northern Great Lakes Area Tourist Council, and an Executive Member of the Canadian Tourist Association.

In his own community of Sunridge, Dalt takes an active part in many service organizations. If you wonder how he can engage in so many activities, part of the answer might be that his wife lends him a very good hand in managing his hotels.

COMING EVENTS

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>
June 24-July 27	Toronto	Earle Grey Shakespearean Company Festival
June 26-July 1	Milton	Centennial Celebrations
June 26-July 1	Waterloo	Centennial Celebrations
June 29-July 1	Kenora	Fish Derby
June 29-July 6	Oakville	Centennial Celebrations
June 30-July 6	Kemptville	Centennial Celebrations
July 1	Vermilion Bay	Fish Derby
July 1	Cornwall	Inboards and Racing Outboards Regatta
July 1-2	Embro	Zorra Caledonian Soc. Highland Games
July 1-6	Hamilton	Miss Canada Pageant
July 1-Sept. 7	Stratford	Shakespearean Festival
July 15-20	North Bay	Sport Shirt Festival
July 20	Barrie	Stock Outboards Regatta
July 21	Rosport	Twelfth Annual Fish Derby

NUMBER OF VEHICLES ENTERING

ONTARIO ON TRAVELLER'S

VEHICLE PERMITS IN APRIL:

1955	1956	1957
69,745	59,227	65,962

CHANGE IN 1957 -- +6,735

A good example of how a community which is not primarily a tourist resort area feels about the tourist industry, is contained in a letter to "Travel Information" from Stephen Jones, manager of the Kitchener Chamber of Commerce.

Steve explains that for awhile the people of Kitchener felt that they could not enjoy the benefits of a flourishing tourist business because they were not a tourist "resort". However, after some research into the ways of tourist spending, their thinking changed considerably.

"It took two or three years to sell the idea that actually more money was spent by tourists en route to and from resorts than when they got there," continues Mr. Jones, "Accommodations and meals en route, and all the shopping attractions of a city such as ours, provide an exceptional opportunity for doing business with tourists, who usually want souvenirs, and Americans in particular, wish to take back with them Canadian or imported specialties which are seldom available in wide variety at tourist resorts."

In order to expand its tourist publicity efforts as well as a highly active convention program, Kitchener recently opened an office in the Kitchener Hotel. This office will take some pressure off the Chamber's main office which is directly across the street.

Enquiries from prospective tourists for the 1957 season have been pouring into the Canadian Government Travel Bureau at a record rate. From January to April 26, a total of 310,159 enquiries have been received, an increase of 32.5 per cent over the same period of 1956. During March alone the Bureau received 111,855 enquiries.

Canadian tourist enquiries received by the Ontario Dept. of Travel and Publicity in the first four months of this year have shown an increase of 2,789 over those for the same period in 1956.

DATES SET FOR EARLE GREY SHAKESPEARE FESTIVAL

The Shakespearean Festival of the Earle Grey Company will be presented at Trinity College in the University of Toronto this year from June 24 to July 27.

Three plays will be presented during the Festival including "The Tempest", which will open on June 24 and play to July 6, "The Taming of the Shrew" from July 8 to 20 and "Hamlet" from July 22 to 27.

The open-air Elizabethan Theatre will also feature Sunday evening concerts by the Leslie Bell Singers, the Wolfgang Grunsky Consort, Rosemary Gaymer and other artists.

This will be the ninth annual Shakespeare Festival by the Earle Grey Company. Since their preliminary performances at Trinity College in 1946, the Company has presented 13 different plays.

Plays begin at 8.30 p.m. and the Concerts at 9. In the event of bad weather, plays will be in Strachan Hall.

Radio Series

The Ontario Hotel Ass'n. in conjunction with the well-known radio personality Mrs. Kate Aitken, are currently conducting a series of radio interviews on the subject of "Tourism."

Representatives from provincial, national and community associations and organizations are being interviewed each week for their opinions on the tourist industry.

The first program began May 8th with the Hon. Leslie Frost and for the final program July 31st, they hope to interview two of the 30 U.S. editors who will have seen the Province's attractions during the Goodwill Tour sponsored annually by the Dept. of Travel and Publicity.

Notable among the government travel authorities being interviewed are the Hon. Bryan L. Cathcart, Minister of Travel and Publicity, Mr. Alan Field, Director, Canadian Government Travel Bureau, and Hon. Clare Mapledoram, Minister, Lands and Forests.

Representing various groups and associations are Mayor Phillips, Fred Gardiner, Dr. John Fisher, Bert Rumble, Bill Cranston, Herb Thiele, Bob Giles, Mrs. Montgomery, Mrs. Dobson, Ted Miron and many others.

The programs are heard over radio stations across the Province Wednesday, Thursday and Friday evenings and are listed in your local newspaper.

MEET YOUR DEPARTMENT



(GORDON HOGARTH)

If Gordon Hogarth finds time one day to write his memoirs, the reader is in for a treat ranging from his rowing championships with the Argonauts to his newspaper career that followed and pursued mystery and murder. Add a dash of Parliamentary wit and anecdote, and you gain some idea of the colourful story that could be told.

Born in Toronto where his grandparents arrived about 100 years ago, Mr. Hogarth gained considerable newspaper experience with the Star and Telegram (Toronto), including coverage of the Ontario Legislature, and entered the Ont. Civil Service in 1945 as Press Secretary to the then Prime Minister. Later he established the Division of Public Information, within the Department of Travel and Publicity. This section was set up to prepare and distribute general publications that heretofore had not existed. These included: "Ontario Government Services", now with a distribution of slightly over 100,000 copies per issue; the "Directory and Guide and Ontario Government Services"; a folder on the Parliament Buildings.

Amalgamation of the Division of Public Information and the Division of Publicity some three years ago, linked operations of both general and travel publications. As Director, Division of Publicity, Mr. Hogarth sees to the production of some 22 publications annually, and total quantity about 5,000,000 copies. Travel and a general programme of advertising is conducted in the Division, in planning and scheduling of the Department's advertising, including magazines, newspapers, radio and television in both United States and Canada.

The Division of Publicity is generally considered the key operation of the Department, their projects in the fields of materials, advertising and promotion, sparking the incentive that brings annually to Ontario vacationers estimated between 18 and 20 million.

Mr. Hogarth, his wife and sons Gordon and Brian spend their summers in Muskoka.

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